

ORDER

KSNV

Orders
Order / Rev: 105333
Alt Order #: 06839841
Product Desc: Issue
Estimate: 1577
Flight Dates: 09/12/12 - 09/17/12
Original Date / Rev: 08/08/12 / 08/29/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Great American Media
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Congressional Campaign *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	69	\$46,425.00	\$39,461.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	69	\$46,425.00	\$39,461.25	0.00
Totals	69	\$46,425.00	\$39,461.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$46,425.00
Market	100%	\$154,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$41,782.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$26,307.50
KTUD	1%	\$1,547.50
KVVU	17%	\$26,307.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$12,380.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wa@M		5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

M-F 5-6a WakeUp w/Wagners
 WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12
 ORDER CANNOT START UNTIL WED 9/12

Start Date End Date Weekdays Spots/Week Rate Rating

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	5-6a	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 2	KSNV	09/12/12	09/17/12	Wake Up Early w/Wagners Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	430a-5a	M-WT--S	:30	5	\$200.00	1	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WT--S					5	\$200.00		0.00			
E 3	KSNV	09/12/12	09/17/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6-7a	M-WTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					4	\$1,000.00		0.00			
E 4	KSNV	09/12/12	09/17/12	Today Show Today Show TODAY SHOW ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	658a-9am	M-WTF--	:30	2	\$1,500.00	1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					2	\$1,500.00		0.00			
E 5	KSNV	09/15/12	09/15/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
E 7	KSNV	09/16/12	09/16/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S					1	\$325.00		0.00			
E 12	KSNV	09/12/12	09/17/12	M-F Today Show III 4th Hour Today 4th Hour TODAY SHOW III ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	10am-11am	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 13	KSNV	09/12/12	09/17/12	Rachael Ray Rachael Ray RACHEL RAY ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	11am-12pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 14	KSNV	09/12/12	09/17/12	Noon News Noon News NEWS 3 AT NOON ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	12-1230pm	M-WTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					5	\$425.00		0.00			
E 15	KSNV	09/12/12	09/17/12	The Agenda 1230pm The Agenda 1230pm NEWS 4: THE AGENDA ORDER CANNOT START UNTIL WED 9/12 ORDER CANNOT START UNTIL WED 9/12	CM	1230-1p	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/11/12	09/17/12	M-WTF--					5	\$325.00		0.00			
E 16	KSNV	09/12/12	09/17/12	The Doctors The Doctors THE DOCTORS ORDER CANNOT START UNTIL WED 9/12	CM	2pm-3pm	M-WTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00

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ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						5	\$325.00		0.00			
E 17	KSNV	09/12/12	09/17/12	Dr. Phil	CM	3-4p	M-WTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
DR. PHIL ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						5	\$450.00		0.00			
E 18	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-WTF--	:30	5	\$600.00	2	0.00	NM	5	\$3,000.00
				4PM NEWS (1 hour)	(4:00 PM-4:30 PM)										
FIRST NEWS 3 AT FOUR ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						5	\$600.00		0.00			
E 19	KSNV	09/12/12	09/17/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	M-WTF--	:30	5	\$700.00	1	0.00	NM	5	\$3,500.00
				4PM NEWS (1 hour)	(4:30 PM-5:00 PM)										
NEWS 4 AT 430P ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						5	\$700.00		0.00			
E 20	KSNV	09/12/12	09/17/12	M-F Early News	CM	5-630p	M-WTF--	:30	5	\$1,000.00	1	0.00	NM	5	\$5,000.00
				M-F Early News											
EARLY NEWS ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						5	\$1,000.00		0.00			
E 21	KSNV	09/15/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
				Sa-Su Early News											
KSNV EARLY NEWS ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	-----S-						1	\$650.00		0.00			
E 29	KSNV	09/16/12	09/16/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
				NFL End of Game Break											
End of Game ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	-----S						1	\$8,000.00		0.00			
E 30	KSNV	09/16/12	09/16/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
				News 3 in Prime											
NEWS AFTER NFL ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	-----S						1	\$1,600.00		0.00			
E 31	KSNV	09/12/12	09/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/11/12		09/17/12	M-WTF--						2	\$1,200.00		0.00			
E 32	KSNV	09/15/12	09/15/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE ORDER CANNOT START UNTIL WED 9/12															
ORDER CANNOT START UNTIL WED 9/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12		09/16/12	-----S-						1	\$1,100.00		0.00			
													Totals	69	\$46,425.00